

# “Zero Product Creation Funnels Pro” User Manual

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# Introduction

ZPCF is a software that allows you to create mini funnels for any niche with just some clicks and without creating a single product.

Here's a quick overview of how it works.

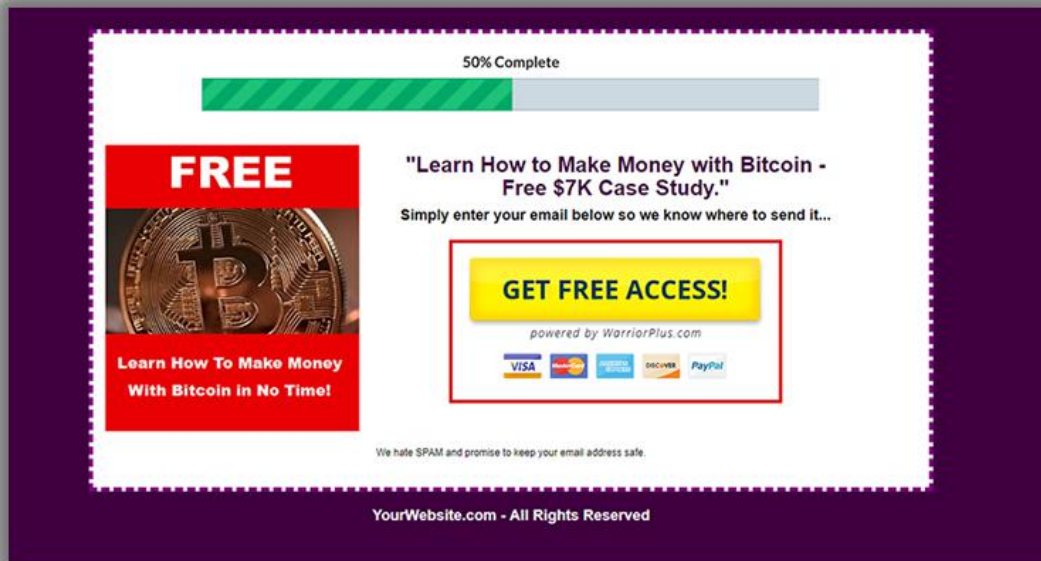
First, find a video to use a "Lead Magnet".



This video will be added to your "Thank You" page.

Then use the software to create the Lead Magnet page and the rest of the funnel pages.

Below you can see an example of a "Funnel Page" that was created with the software.



The cover image was also created with the software (we've used an image from the gallery and added some text to it).

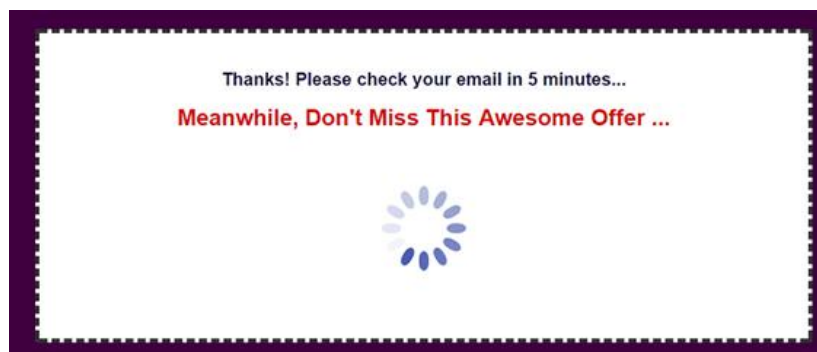
The opt-in form can be anyone of your choice: Aweber, GetResponse, WarriorPlus free product etc.

Each mini funnels consist of a:

- Lead Magnet Page.
- "Thank You" Page.

In addition to these 2 pages you can create a third page which is a "soft redirect page" that your visitors can see right after thy subscribe to your list.

Here's an example of a soft redirect page:



A “Soft Redirect” page usually shows a msg for some seconds and then redirects the subscriber to any url of your choice:

- Your Offers.
- Affiliate Offers.
- Or Any other url of your choice.

This is a great way to instantly make money from your list.

## Getting Started...

Using the software is very easy. Once you open the software, you’ll see something like this:

The screenshot shows the 'General Info' tab of a funnel builder interface. At the top, there are navigation buttons: 'General Info', 'Lead Magnet Page', 'Alter Subscription Action', 'Thank You Page', and 'Build Funnel'. The main content area is titled 'General Info' and contains several sections:

- Where Will You Upload this Funnel?:** A text input field labeled 'Uri:' contains 'http://'. To its right is a link that says 'Need Free Hosting For Your Funnels?'. Below this is a tip: 'Tip: You can upload 10's of funnels to a single domain by using subfolders. Examples:' followed by three example URLs: 'http://www.yoursite.com/funnel1/', 'http://www.yoursite.com/funnel2/', and 'http://www.yoursite.com/something/'.
- Other General Info:** This section includes:
  - 'Website Background:': Two radio buttons, 'Use Background Color' (selected) and 'Use Background Image'. Next to 'Use Background Color' is a purple color swatch. To the right is a 'Select Image' button and a text box containing 'No Selected Image'.
  - 'Border Color:': A purple color swatch.
  - 'Website Footer Text:': A text input field containing 'YourWebsite.com - All Rights Reserved' and a yellow color swatch.
- Welcome!:** A green header box with a white background containing the text: 'Welcome to our Funnel Builder. From here You'll Be Able to Build Responsive Funnels in Minutes and Without Creating a Single Product. Although the software is very easy to use, we recommend you to read the user manual for detailed info.'

### “Where Will You Upload This Funnel?”

The first step is to let the software know where will you upload your mini funnel and you can specify this through this box:

### Where Will You Upload this Funnel?

Url:

[Need Free Hosting For Your Funnels?](#)

Tip: You can upload 10's of funnels to a single domain by using subfolders. Examples:

<http://www.yoursite.com/funnel1/>

<http://www.yoursite.com/funnel2/>

<http://www.yoursite.com/something/>

### Comments:

- A single domain can host 10's of mini funnels. To do this, just use subfolders like the examples that that you can see in the previous image.
- If you don't have your own website, you can get started with free web hosting providers (below you'll find some websites that provide this service).

## Website Background, Border Color and Footer Text

The following options allow you to adjust some settings that will be applied to every page in your funnel:

**Other General Info:**

Website Background:  Use Background Color:   Use Background Image:

Border Color:

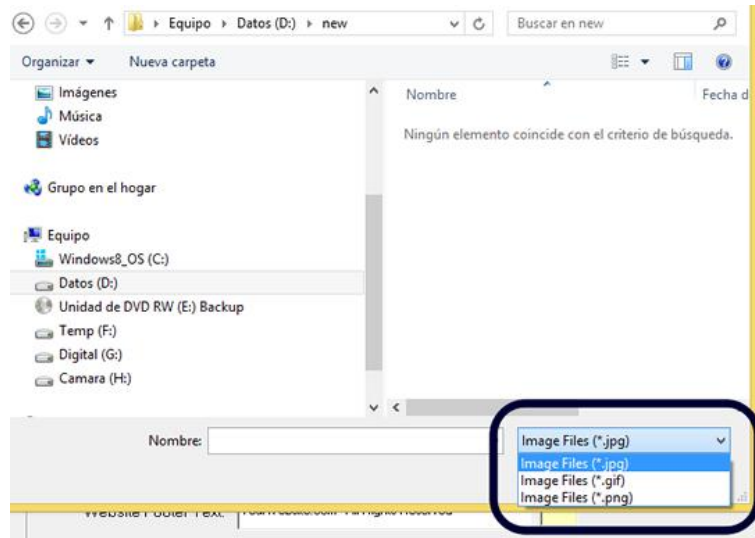
Website Footer Text:

If you want to change a color, simply make a click inside the box...



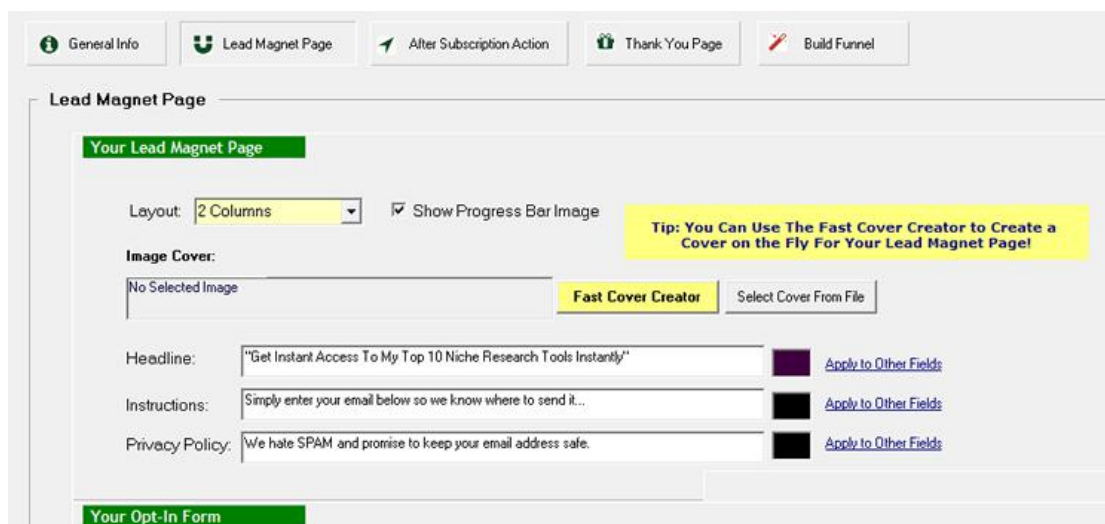
You'll be able to pick a color from a standard palette or you'll be able to open an advanced palette.

If you want to use a background image, just take notice that you can filter the images by extension (.jpg, .gif, .png) through the following drop down box:

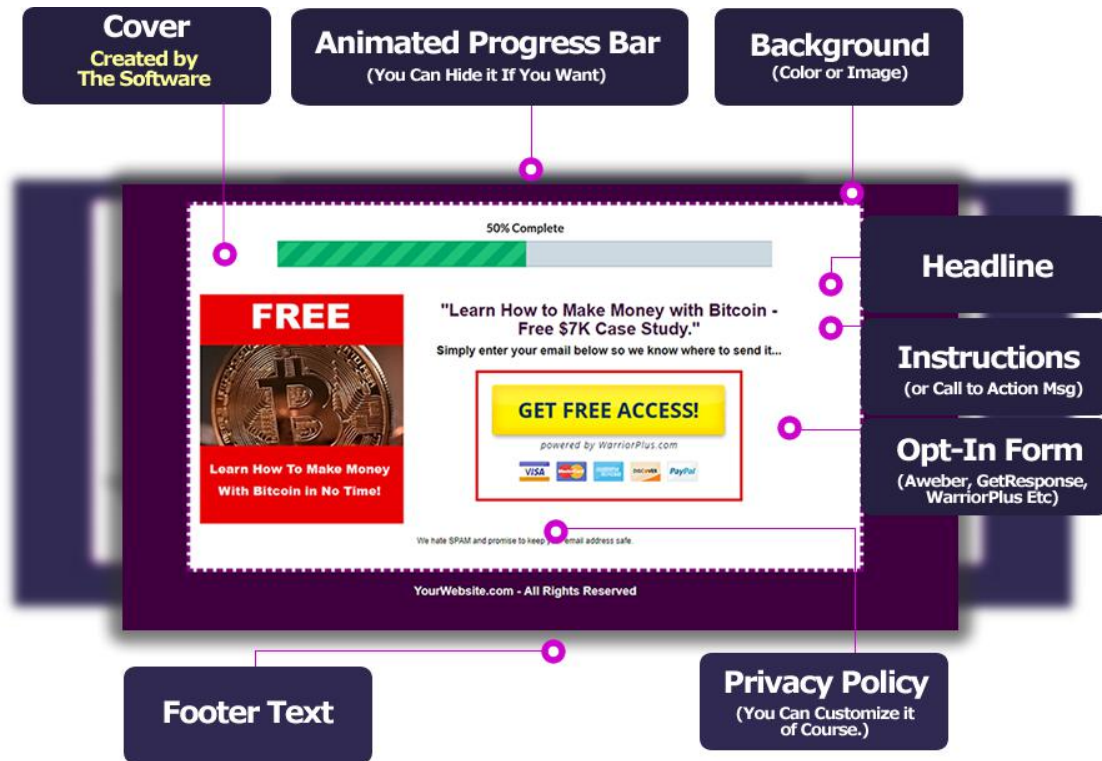


## Preparing Your Lead Magnet Page

From this page you'll be able to prepare your lead magnet page:



Here's an image that shows all the sections that belong to the lead magnet page and that you can adjust through the software:



Creating a quick image cover: From the following button, you can create a fast image cover for your page.

**Your Lead Magnet Page**

Layout:   Show Progress Bar Image

**Image Cover:**  
No Selected Image

[Fast Cover Creator](#)

**Tip: You Can Use The Fast Cover Creator to Create a Cover on the Fly For Your Lead Magnet Page!**

**Step 1: Select an Image**

bitcoin.jpg  
 bitcoin\_free.jpg  
 black.jpg  
 black\_free.jpg  
 diet.jpg  
 diet\_free.jpg

[Refresh](#)

**Step 2: Add Some Content To It.**  
Remember: This will be used as your cover image.

**Text Line #1**

Position:   [Click Here](#)

Line Text:

Font Name:

Font Size:

Font Color:

**Text Line #2**

Your Click will change the Position of text line:  #1  #2

Just select an image from the gallery (most images come with/without a “Free” headline), enter up to 2 lines of text and that’s all.

#### Comments:

- To Position a Text Line, Just Make Click on the Image.
- Not all the Fonts may be available.
- You can add your own images to the gallery by clicking “Open Folder”. Just place your jpg images there (it’s recommended to use the following size: 400x450).

Then save your image and you’ll go back to the “Lead Magnet Page” tab.

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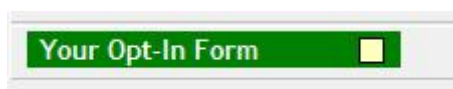
#### **Tip: You can add HTML tags to the fields.**

For example, if you want to move the headline down, you can add a `<br>` tag (or more) like here:

Headline:	<input type="text" value="&lt;br&gt;'Get Instant Access To My Top 10 Niche Research Tools Instantly'"/>	<input type="checkbox"/>	<a href="#">Apply to Other Fields</a>
Instructions:	<input type="text" value="Simply enter your email below so we know where to send it..."/>	<input type="checkbox"/>	<a href="#">Apply to Other Fields</a>
Privacy Policy:	<input type="text" value="We hate SPAM and promise to keep your email address safe."/>	<input type="checkbox"/>	<a href="#">Apply to Other Fields</a>

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And you can enter your opt-in form through the following tab:



Just make a click on it and paste your form code inside (Aweber, GetResponse, WarriorPlus free product button etc).

*Important: Make sure to use a free registration button as you can’t charge to show a YouTube video (something obvious).*



**Your Lead Magnet**

**Your Opt-In Form**

**Important:** When setting up your opt-in form, please use the following page as your "Thank You" page (your autoresponder may use a different name for this page). Your subscribers will be redirected to this page after submitting the form.

Thank You Page Url:  [Copy to Clipboard](#)

Your Opt-In Form (Paste it Below):

[Need to Add a Custom Code to the <HEAD> Section of the Lead Magnet Page?](#)

**Important:** When setting up your form through your AR provider, please use the url that you'll see right here...

**Important:** When setting up your opt-in form, please use the following page as your "Thank You" page (your autoresponder may use a different name for this page). Your subscribers will be redirected to this page after submitting the form.

Thank You Page Url:  [Copy to Clipboard](#)



... as your "Thank You" page (your provider may use a different name). This url is generated by the software and your visitors will be redirected to it right after they subscribe to your list.

**Comment:** *Not all the Autoresponder Services Provide Responsive Forms and this is something that of course, we can't control.*

## After Subscription Action...

If you want to do a "soft redirect" to another url after your visitors subscribe to your list, you can do it from this url.

General Info | Lead Magnet Page | **After Subscription Action** | Thank You Page | Build Funnel

**After Subscription Action**

Please go to the first tab and enter the url where you'll upload the funnel.

**Information:** From here, you can define where do you want to redirect your visitors right after they submit your opt-in form.

Take Your Subscribers to Your "Thank You Page".

Redirect Your Subscribers to This Url:

You can redirect your visitors to any url of your choice (your offers, affiliate offers etc).

**Soft Redirect:** Before doing the redirect, you can show the following message for some seconds...

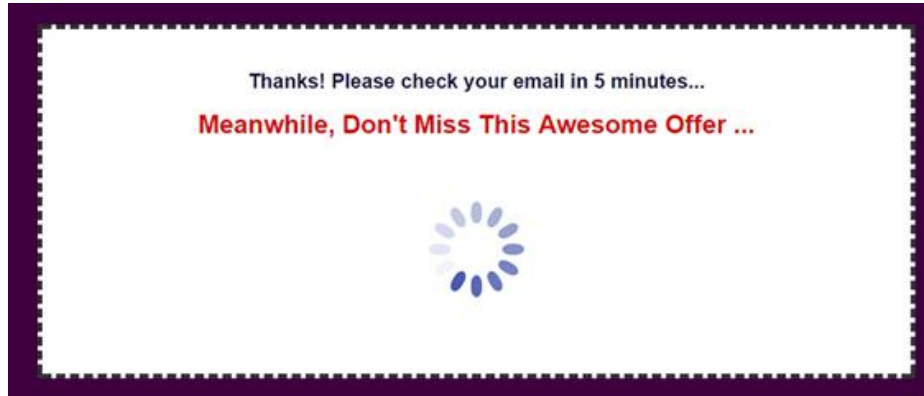
Thanks! Please check your email in 5 minutes...

Meanwhile, Don't Miss This Awesome Offer ...

**Important:** If you use the "Redirect" option, you need to setup a "Welcome" email through your autoresponder and include the following url (so your visitors can access to the download page):

Download Page Url:  [Copy to Clipboard](#)

Before doing the redirect, your visitors will see a page like this...



A soft redirect is a great way to quickly monetize your list with:

- Your Offers.
- Affiliate Offers.
- or Any Kind of Offer.

**Comment:** If you use the soft redirect option, you need to setup a “Welcome” email through your autoresponder and include the url that the software will give you (the “Download Page” url), so your subscribers can get access to your free gift.

**Important:** If you use the "Redirect" option, you need to setup a "Welcome" email through your autoresponder and include the following url (so your visitors can access to the download page):

Download Page Url:

[Copy to Clipboard](#)

## Retargeting / Back Control

In the Pro version, you'll also find the following button:

Lead Magnet Page

Your Lead Magnet Page

Layout:   Show Progress Bar Image

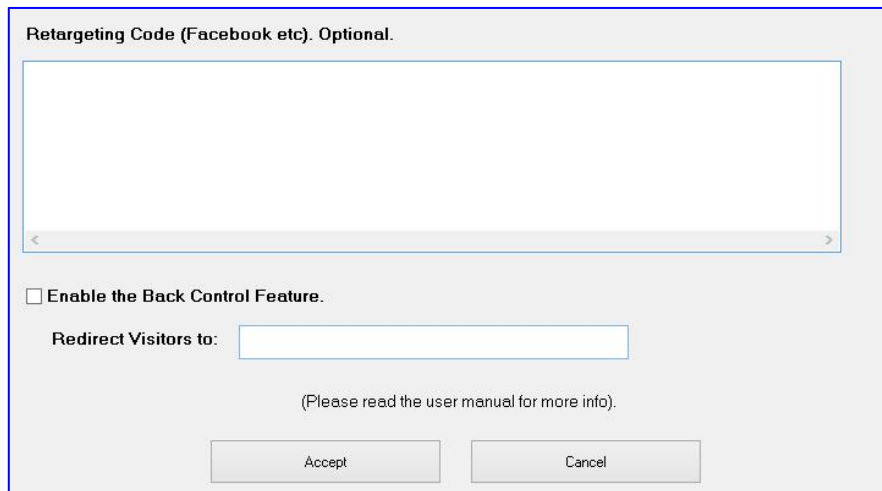
Image Cover:

[Fast Cover Creator](#)

[Retargeting / Back Control \(Pro\)](#)

**Tip: You Can Use The Fast Cover Creator to Create a Cover on the Fly For Your Lead Magnet Page!**

From here you can enter your Retargeting code (if you're using Retargeting Ads From Facebook etc - they'll give you the code)...



The screenshot shows a dialog box with a title bar that reads "Retargeting Code (Facebook etc). Optional." Below the title bar is a large, empty text input field with a horizontal scrollbar. Underneath the input field is a checkbox labeled "Enable the Back Control Feature." Below the checkbox is a text input field labeled "Redirect Visitors to:". Below this field is a small note in parentheses: "(Please read the user manual for more info)." At the bottom of the dialog box are two buttons: "Accept" and "Cancel".

And you can enable the "Back Button" control feature.

The "Back Control" feature, is a feature that Allows You to Redirect Your Visitors to ANY URL.... When They're On Your Site and They Click the "Back Button" of The Browser.

You can redirect these visitors to...

- A) A Discount Page
- B) An Affiliate Url

Or Any Url.

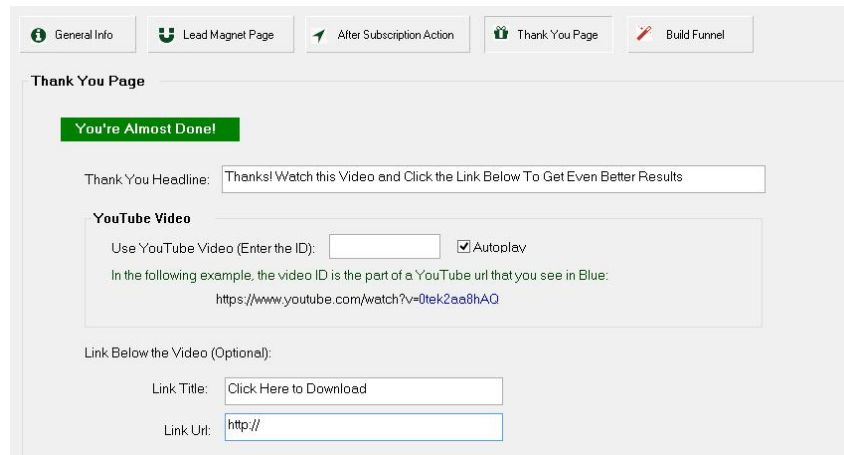
If you want to use this feature, just enable this feature and enter your redirect url of your choice (affiliate url etc) under the "Redirect Visitors To:" field.

*Comment: The redirect action will be triggered when the "Back" button of the browser is clicked and if the person visited a website before on that tab (or if the person arrived to your site through another url).*

These features can be added to the "Lead Capture Page" only.

# Creating Your Thank You Page

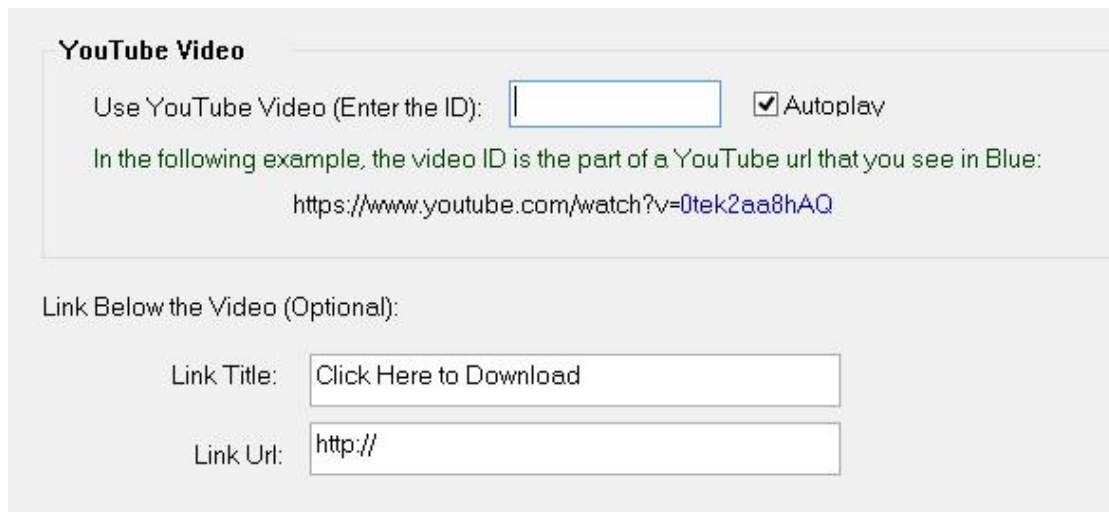
From here you can prepare your thank you page.



The screenshot shows a configuration interface for a Thank You Page. At the top, there are five tabs: 'General Info', 'Lead Magnet Page', 'After Subscription Action', 'Thank You Page' (which is selected), and 'Build Funnel'. Below the tabs, the page title is 'Thank You Page'. A green banner at the top of the page content area says 'You're Almost Done!'. The 'Thank You Page' section contains the following fields:

- Thank You Headline:** A text input field containing 'Thanks! Watch this Video and Click the Link Below To Get Even Better Results'.
- YouTube Video:** A section with a text input field for 'Use YouTube Video (Enter the ID):', a checked 'Autoplay' checkbox, and a text input field containing the URL 'https://www.youtube.com/watch?v=0tek2aa8hAQ'. Below this is a note: 'In the following example, the video ID is the part of a YouTube url that you see in Blue:'. The video ID '0tek2aa8hAQ' in the URL is highlighted in blue.
- Link Below the Video (Optional):** A section with two text input fields: 'Link Title:' containing 'Click Here to Download' and 'Link Url:' containing 'http://'.

Here you'll be able to enter the video that you can use as lead magnet  
And if you want, a link that can be visible below it (which you can monetize  
with an affiliate offer etc).



This is a close-up view of the configuration fields from the previous image. It shows the 'YouTube Video' section and the 'Link Below the Video (Optional)' section.

**YouTube Video**

- Use YouTube Video (Enter the ID): [ ]  Autoplay
- In the following example, the video ID is the part of a YouTube url that you see in Blue:  
<https://www.youtube.com/watch?v=0tek2aa8hAQ>

**Link Below the Video (Optional):**

- Link Title: [ Click Here to Download ]
- Link Url: [ http:// ]

Here's an example of a thank you page:

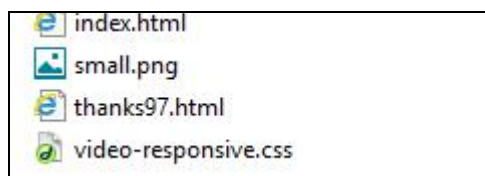


## Build Your Funnel

From here you can build your funnel...



After doing it, just open your output folder and you'll see all the files that belong to your new funnel.



## Testing & Updating Your Funnel

To test your whole funnel, you need to upload everything to the web but if you want to see how the main page (the lead magnet page) looks like, you can open the "index.html" file with a double click.

Tip: If you want to change something, don't close the app. Instead, just make your modifications and build the funnel again.

*Comment: Some autoresponder providers require that you upload your page to your website to work (you may not be able to see them locally).*

## Uploading Your Funnel:

You can upload your mini funnel to any hosting provider, free or paid.

If you upload it to a free hosting provider, in most of the cases you won't need to register a domain name as the free hosting provider will create a subdomain or subfolder for you.

Something like:

yourusername.freehostingurl.com

Or

Freehostingurl.com/yourusername

Here's a list of some free web hosting providers that may help (please check them as some of them may interrupt their services).

- <http://www.Freehosting.com>
- <https://www.5gbfree.com/hosting-plans/>
- <https://byet.host/free-hosting>
- <http://freehostingnoads.net/webhosting.php>
- <https://freeho.st/client/cart.php>

Please look for a service that provides "FTP" (so you can easily upload your website through an FTP software).

If you have your own domain + a paid hosting, you're surely familiar with these things.

Once you have a hosting account (free or paid), it's time to upload your mini funnel to the web.

If you don't have an FTP client, i recommend you CoreFTP (but you can use others of course).

You can get it from this url (the Free version is ok):

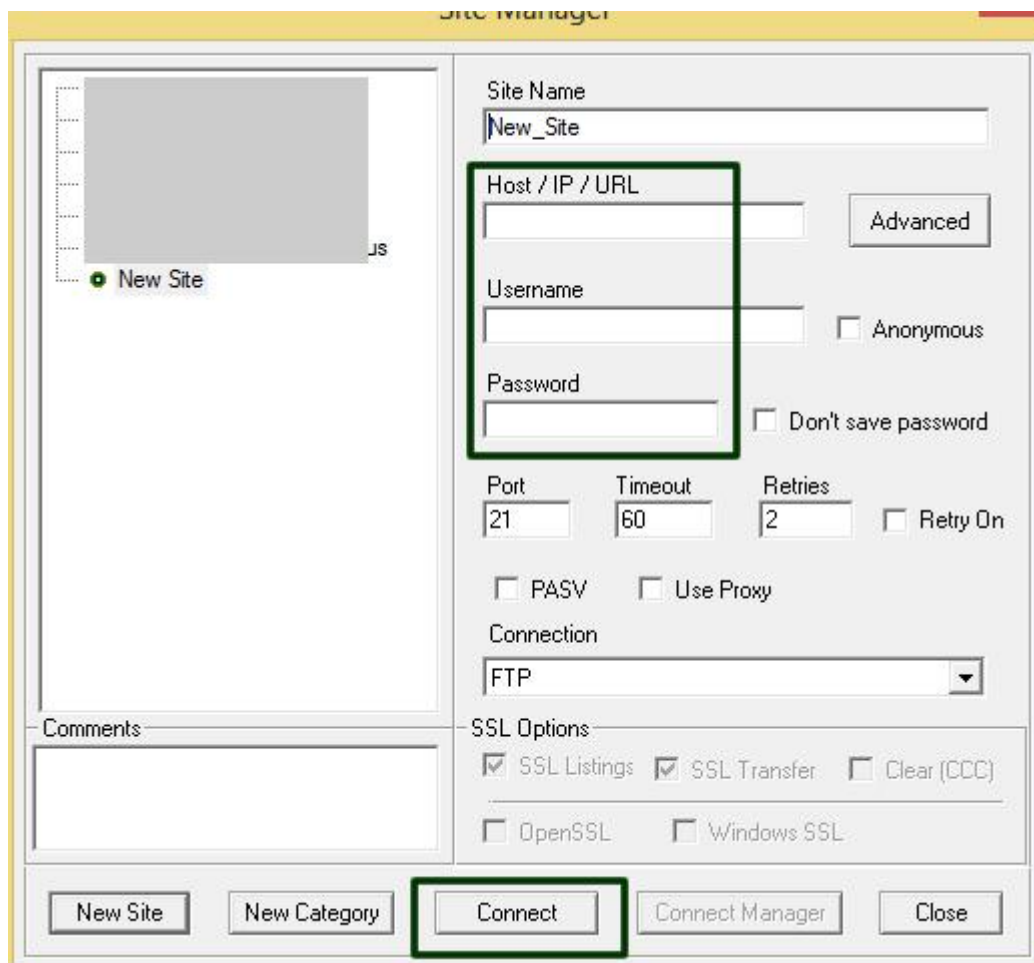
<http://www.coreftp.com/download.html>

After installing it, click the “Site Manager” button.



From the site manager you can keep the FTP info of all your websites (if you have many).

Once you click it, you'll be able to enter the info of a new website:



Basically, you'll enter 3 values:

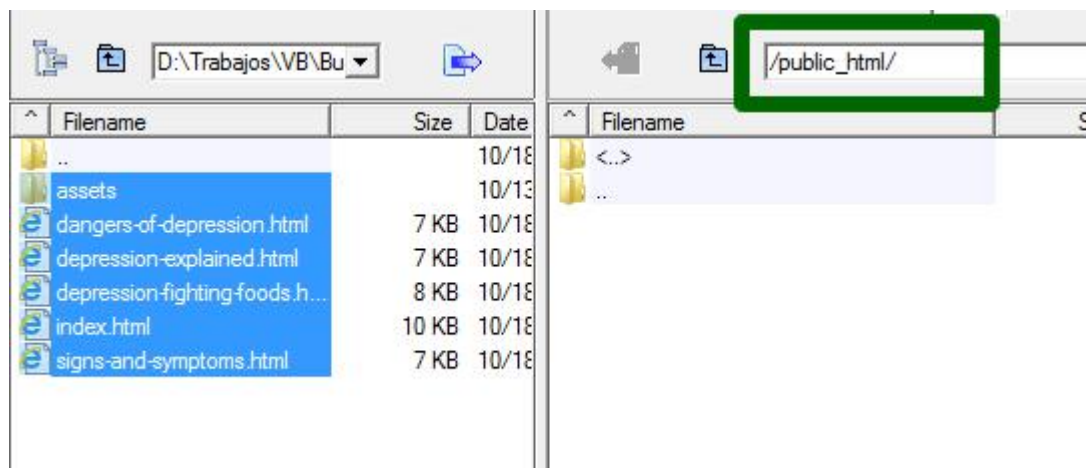
Host  
Username  
Password

*Your web hosting provider will give you this info. If you didn't receive it, please contact them requesting it (tell them that you need the FTP login details: Hostname, User & Pass).*

After entering this info, click "Connect".

After connecting... the right panel will show the folder of your website. You should see a folder named "public\_html". Make double click so you get inside of it.

Once you're inside of it it will show this way....



Now, the left panel represents your computer. You need to go to the folder that has the mini site that has been generated by the software (you can paste the location in the location bar or you can use browse it).

Once you're inside of it, select all the files as you can see in the picture (you can click the first item, then press "SHIFT" and click the down button until all the items are selected).

Once all the items have been selected, drag and drop them to the right panel.

**Final Comments:**



- If you change the url where you'll upload the funnel (inside the software), then you'll need to setup your autoresponder again as your "thank you" page will be modified (the same if you close the app and then build the funnel again).

- We recommend you to test everything before closing the software.

That's all!